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Business

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Monte Ahuja College of Business

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Dialogue

News from the Nance College of Business

March 2011

UpFront: Alumni Engagement

Alumni of the Nance College of Business are the backbone of business in Cleveland and the NEO region. Our alumni hold executive level positions in large and small companies across the U.S. and internationally. Many are entrepreneurs, who have started with ideas and developed them into large corporations. These individuals are recognized through the University's annual Distinguished Alumni Awards as well as our Nance College of Business Hall of Fame.



Robert F. Scherer, Dean

We encourage our alumni and students to make use of the *Nance Network*. There are opportunities to be involved in the business alumni group, the MBA alumni group, and the newly formed Executive MBA alumni group. In addition, there are new and exciting ways to engage with the Nance College of Business. Here is how you can contribute:

- Be a guest speaker for classes and alumni chapters
- Become a mentor through the alumni association and career services
- Serve on a department advisory committee
- Work with the CSU student chapter of your professional organization, such as the Accounting Association, American Marketing Association, American Production and Inventory Control Society, Financial Management Association, NetImpact, Northeast Ohio Software Association, and Society for Human Resource Management
- Help to continue to recruit the best students to the Nance College of Business
- Attend [upcoming events](#) and programs (see photos of past events [here](#))
- Join our social networks – [LinkedIn](#), [Facebook](#) and [Twitter](#)
- Contribute to support the College's programs and initiatives

Alumni help create awareness, build relationships, and generate support for Nance's students and faculty. We hope you will continue to give back through your time, talent, and philanthropy to support the great work of Nance. I encourage current students to become engaged alumni too. Engage with Us. Contact John McCreery at 216.687.5481 or j.mccreery@csuohio.edu to get involved.

Nance Partners with European B-schools to Advance Transatlantic Sustainable Business Education

Nance College of Business has partnered with three leading European B-schools to form the *Green Leaf Consortium* for the advancement of transatlantic sustainable business education under the auspices of the EU-U.S. Atlantis Program. Nance, together with the

Cologne Business School in Germany, Groupe ESC Clermont in France, and the University of Ljubljana in Slovenia, will collaborate in the design and delivery of an interdisciplinary academic program that integrates the principles of sustainability.

The goals of the Green Leaf Consortium include:

- Development of an innovative transatlantic dual degree program with an additional certificate in sustainable business practices
- Establishment of an organizational framework to support the management of the dual degree program
- Engaging faculty of participating institutions in research and teaching in support of the degree program
- Promoting transatlantic mobility of students
- Exchanging scholars for lectures, talks and sharing of experience
- Exchanging publications in fields of interest mutual to the universities
- Exchange of faculty members and students for study, research and participation in educational programs
- Collaborative professional development
- Other activities as mutually agreed



Green Leaf Consortium Partners from CSU, Cologne Business School, Groupe ESC Clermont, and the University of Ljubljana

We will keep the Nance Community informed as the new transatlantic program takes shape.

Featured Student: JP Moran, MBA '11

Trying to balance a full-time job as a National Account Executive and Director of CBI Oasis at CareerBuilder, while completing the Global Accelerated MBA (AMBA) program is no easy task. However, our featured student JP Moran has taken on this challenge, and is on track to graduate in December 2011.

JP grew up in Rocky River, Ohio and earned his undergraduate degree in Organizational Communications from Ohio University. Upon graduation, JP was hired at Wells Fargo where he worked for 7-1/2 years before joining CareerBuilder.com in 2008.



JP Moran

As a National Account Executive at CareerBuilder.com, JP is responsible for improving customers' top and bottom lines. He has the opportunity to positively impact companies' recruiting and talent acquisition initiatives by analyzing gaps in human capital performance and then developing and managing solutions to close those gaps. He does this by understanding each client's revenue model and the impact that turnover, "C" players, and open positions have on the customer's business. Through conducting both quantitative and qualitative analyses, JP draws meaningful conclusions from the data.

"The role challenges me regularly and allows me to utilize my skills in creative avenues to meet my client's needs," he states.

He must be doing right! Each year CareerBuilder.com recognizes the top sales executives and leaders in the company. Since joining the company in 2008, he has been recognized as the top Government Sales Executive in 2008, 2009, and 2010.

JP decided to pursue his MBA at the Nance College of Business for its convenient location and the timeframe in which he could complete the Global AMBA program. JP highlights his newfound perspective as his biggest advantage derived from his academic experience. The openness of his

classmates, he adds, has helped introduce new techniques and ideas.

JP is married and is expecting his first child in June. When he is not busy with his day job or coursework, JP likes to get busy outdoors with activities including hunting, fishing and boating. He is also interested in basketball, football and baseball.

Nance, Shaker|LaunchHouse Business Idea Competition

Do you have an exciting idea for a new business venture? Are you looking for seed funding to drive your new technology commercialization? If you have an innovative business idea in the areas of clean energy, medical devices requiring 510(k) clearance, or software development, submit your idea to the 2010 Idea Competition brought to you by Shaker|LaunchHouse and Nance's Global Accelerated MBA program.

The Idea Competition is an annual competition open to students from any Northeast Ohio college or university. Students pitch a business concept to a panel of entrepreneurs, venture capitalists, CSU business faculty, and staff from Shaker|LaunchHouse. Winners receive a scholarship for the Global Accelerated MBA program at Cleveland State University and startup support from Shaker|LaunchHouse.

Nance Mourns the Loss of Dr. James O. Flynn, 1941-2011

The Nance College of Business mourns the loss of our distinguished friend and colleague, Dr. James O. Flynn, who passed away unexpectedly on Thursday, February 10, 2011. He is survived by his loving family, Dr. Eileen Donich, and his three sons Easton, Lance, and Shane.

Dr. Flynn was a professor at Cleveland State University for 33 years and formerly served as the chair of the Operations and Supply Chain Management Department for 8 years. He received an A.B. in mathematics from UCLA and a Ph.D. in statistics from UC Berkeley. He taught at University of Chicago, Graduate School of Business, and at Wayne State University, Department of Management. He also served briefly at Stanford University and the Rand Corporation.



Dr. James O. Flynn

Dr. Flynn's distinguished career included an extensive list of publications in some of the most prestigious academic journals, including *European Journal of Operational Research*, *Journal of Purchasing & Supply Management*, and *International Journal of Production Economics*.

CSU Students Study Abroad In Italy

For ten days in January, CSU students took part in a short-term study trip to Italy. The trip began in Rome, where students visited wonderful pieces of antiquity, including the Coliseum, on an ancient city tour. The group then travelled to Milan, where they visited several companies, including:

- Gi Group: a temporary/contract to hire company
- Cometa: a non-profit organization centered around a home for orphans
- Brembo: a company specializing in high performance



brakes for the automobile and motorbike industry

CSU students in Cometa

- Lombardia Informatica: a government agency servicing the IT needs of the Lombardia region of Italy

During their study abroad, the students learned the nuances of Italian business strategy to understand how these organizations sustain a competitive advantage. They gained an appreciation of how corporate governance, political influence, legal issues, and socialism shape organizational strategy and structure. On the final weekend, students were given the opportunity to explore Italy on their own. Many chose to travel to Florence, known for its art treasures, including Michelangelo's famous *David*.

EMBA Host David Gilbert, President & CEO of Greater Cleveland Sports Commission

The Nance College and Dr. Elad Granot recently hosted David Gilbert, President and CEO of the Greater Cleveland Sports Commission and Positively Cleveland, as part of the Executive MBA Distinguished Speaker Series. Gilbert focused his comments on business strategy underpinning the success of the Greater Cleveland Sports Commission, the organization that works to attract amateur sporting events and activities to the city.

Since 2000, the Sports Commission has been directly responsible for attracting and creating over 100 sporting events and activities to the Greater Cleveland area, generating more than \$300 million in economic impact.* Gilbert's comments highlighted for the Executive MBA audience how this public sector entity has used profit-seeking strategies to gain a competitive advantage.



David Gilbert

The Sports Commission has a model based on service. In addition to providing a sport's owners with the services traditionally offered by the host city, such as event marketing and logistics, the Sports Commission approaches each engagement as a management and financial partner, providing a suite of extended programmatic elements that broaden the sport's relevance to NEO residence and stimulate economic activity.

Gilbert credits the Commission's Board of Directors for being entrepreneurial and says that the success of the Greater Cleveland Sports Commission is emblematic, "Whatever this city wants to accomplish, we serve as an example of what we can achieve."

*Source: <http://www.clevelandsports.org/about-us.aspx>

Students Excel on HR Certification Exams

A number of Nance students recently passed the Professional in Human Resources (PHR) Certification Exam. This means that they are recognized for comprehending the required knowledge of the Human Resources field. Our congratulations to the following students:

- Justin Brown*
- Lauren Demirjian
- Matt Galardo
- Jenna Gibbons
- Nidhi Luthra
- Michael McCollum
- Anastasia Smith
- Dawn Summerville

▣ Talina Ulee

*Special recognition goes to **Justin Brown** who passed the more advanced Senior Professional in Human Resources (SPHR) exam!

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